Target set for tea exports

1456. DR. ALLADI P. RAJKUMAR: Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

(a) the target set for tea exports to earn more foreign exchange; and

(b) the efforts being made to explore new markets especially in West Africa and North America where tea is very popular?

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY (SHRI OMAR ABDULLAH): (a) Government./Tea Board has fixed a target of 225 mn kgs. for export of tea during 2000-2001.

(b) Continuous efforts are made by Tea Board/Govt. of India to explore new markets. The steps include common awareness programmes in identified countries for speciality Indian teas, participation in trade fairs/exhibitions, media campaigns, analysis of country wise exports and exchange of tea delegations etc. Efforts are also being made in USA and Canada particularly in the speciality and niche sectors of the market for Indian tea. Tea Board has prepared a detailed export strategy for the next five years which also includes exploration of new markets.

Trend in production, export and import of tea

1457. SHRI ANANTA SETHI: Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

(a) whether Government have a proposal to increase the export of tea;

(b) if so, the quantity of tea exported during last three years;

(c) whether the trend of production, export and import of tea is fluctuating every year;

(d) if so, the reasons therefor;

(e) the steps taken to regulate the production, import and export of tea; and

(f) the details thereof?

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY (SHRI OMAR ABDULLAH): (a) Yes, Sir. The Government/ Tea Board is committed to increase export of tea from India.

(b) Exports of tea during the years 1997-98, 1998-99 and 1999-2000 were 211.26 mn kg., 205.86 mn kg. and 192.31 mn kg. respectively.